



Date: April 7, 2006
To: Gerald R. Miller, City Manager /s/
From: Katherine Parsons, Public Information Officer /s/
For: Mayor and Members of the City Council
Subject: City Report For Week Ending April 7, 2006

This *City Report* highlights various activities for the week ending April 7, 2006. I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

MAJOR WEEKLY HIGHLIGHTS

Community Development, Economic Development Bureau

The City of Long Beach honored racecar legends Phil Hill and Dan Gurney at the inauguration of the Long Beach Motorsports Walk of Fame on Thursday during the annual Toyota Grand Prix of Long Beach week. City officials and motorsports supporters spoke about inductees Phil Hill and Dan Gurney, as well as the Walk of Fame, which will inaugurate new members annually at the beginning of the Toyota Grand Prix week. The Walk of Fame is located on South Pine Avenue in front of the Long Beach Convention Center. For more information on the Grand Prix, visit www.longbeach.gov.

Community Development

Several developers have been selected to enter into further negotiations with the City of Long Beach for the redevelopment efforts of three city blocks in downtown Long Beach: the City Hall East (CHE) block, the Metropolitan Transportation Authority (MTA) Parking block, and the Art Exchange block.

- Grand Prix Place, LLC and Lee Group/Kensington have been selected as finalists for the City Hall East block. Staff will request formal approval to enter into further discussions with these two developers at the **April 18** City Council meeting.
- Urban Growth Long Beach/The Related Companies and Toll Brothers were selected as finalists for the Metropolitan Transportation Agency Parking block. Staff will request formal approval to enter into further discussions with these two developers at the **April 24** Redevelopment Agency Board meeting.
- Williams & Dame and Toll Brothers have been selected as finalists for the Art Exchange block. Staff will request formal approval from the City Council and the Redevelopment Agency Board to enter into further discussions with these two developers in **May 2006**.

MAJOR WEEKLY HIGHLIGHTS (continued)

Community Development, Housing Services Bureau

The groundbreaking of a new mixed-income residential town home development at 1500 Pine Ave. was held on April 7. The Long Beach Housing Development Company (LBHDC) approved financial assistance in the amount of \$3.1 million to Hughes Development, Inc. for the development of a 22-unit town home project in the Washington School Housing Action Plan Focus Area. Ten of the units will be affordable. The LBHDC funds will provide second mortgage assistance directly to low- and moderate-income homebuyers. The project is scheduled for completion in approximately 12 months. The developer can be reached at 310.421.4135.

City Manager

A youth conference, *Empowering Youth, Families, and Community Members to Create Safe Environments for Youth Opportunity*, was held on April 7 at California State University (CSULB). The event brought together local youth, parents, religious and community leaders, and the academic community to address issues of youth violence and ways to improve community response at every level. The conference featured a series of workshops that address the social, educational and economic implications of youth violence on Long Beach youth, their families and the community.

UPCOMING EVENTS AND PROJECTS

City Clerk, Elections Logistics

Absentee ballots must be received by **8:00 p.m.** on **April 11**. Ballots can be dropped off at local polling places, or at City Hall, 333 W. Ocean Blvd, before 4:30 p.m. Thereafter, ballots may be delivered (until 8:00 p.m.) to *election central* at the Long Beach Water Treatment Plant, which is located at 2950 Redondo Beach Avenue, Long Beach CA. For polling place information, visit www.longbeach.gov.

If a voter's name does not appear on the precinct list of voters, such a voter has the right to cast a provisional ballot. Prior to certification of the election, the status of each provisional voter's registration status will be determined. Provisional voters will be counted only if the voter's registration is validated through the State voter registration validation program maintained by the California Secretary of State.

The **April 11** Long Beach Primary Election ballot count will be cablecast live from 8:00 p.m. to 11:00 p.m. on Long Beach Television Channel 8. The live cablecast will originate from the Long Beach Water Department where representatives from the City Clerk's Office will count the votes. Starting with the count of the absentee ballots at 8:00 p.m., the live coverage will keep viewers up to date as the ballots come in from the 311 precincts citywide. Viewer without cable access can view it online at www.longbeach.gov.

UPCOMING EVENTS AND PROJECTS (continued)

Planning and Building

A scoping meeting on the mixed-use development of the Press Telegram building and the surrounding city block in downtown Long Beach will be held on **April 13**, 6:30 p.m., at First Congregational Church, Patterson Hall, 241 Cedar Avenue. The 2.5-acre project, located at 604 Pine Avenue, encompasses one full downtown city block bounded by Pine Avenue, East 7th Street, Locust Avenue, and East 6th Street.

A Notice of Preparation and initial study of this development is included in the Draft Environmental Impact Report, which is now available for public review online at www.longbeach.gov/plan/pb/epd/er.asp or at 7th Floor, City Hall, 333 W. Ocean Blvd. Public comments will be accepted until **April 27, 2006**.

Health and Human Services

The family-centered Health Education Forum will be held on **April 10** from 9:30 a.m. to 12 p.m. at the Miller Family Health Education Center, 3820 Cherry Avenue. The event is part of the monthly series of free health education forums entitled *Growing a Healthy Family*. The April topic is nutrition and the family, and presentations will focus on healthy meal choices for families, portion sizes for children and balanced family lifestyles. The presentation will be translated in Spanish and Khmer. To register, please call 562.570.7931.

Police

National Public Safety Telecommunications Week (National Dispatchers Week) will be held **April 9-15** to recognize the professional, caring, emergency service work performed by Communications Dispatchers each year. During 2005, the Department's Communications Division received and handled over a half million calls from the public and other City Departments.

Fire, Public Works and Police

The Airport Operations Division will be hosting the Federal Aviation Administration's (FAA) mandated triennial exercise on **Saturday, April 22**, from 8:00 a.m. to noon. This year's event will be larger than previous years' due to a requirement placed on all municipalities that have received Urban Area Security Initiative (UASI) grants. About 300 volunteers will participate in the event. Airport staff is working closely with the Fire Department/Disaster Management and the Police Department on the exercise.

PUBLIC SAFETY

Fire

During the last two weeks, the Fire Department responded to a total of 2,663 emergency calls for service: 184 calls for fires, of which 45 involved structures; and 1,419 emergency medical calls, of which 1,015 required paramedics.

Police

Citywide, police officers responded to 674 priority one, 1,346 priority two and 1,166 priority three calls for service, for a total of 3,186.

PUBLIC SAFETY (continued)

In a continuing effort to suppress gang activity, the Gang and Violent Crime Unit, assisted by South Patrol Division, conducted a parole and probation sweep in the downtown area. Eight suspects were successfully located and arrested. Detectives also seized two handguns.

Identity Theft Detectives served a search warrant to a residence in the 5700 block of Ackerfield. Detectives arrested one person in connection with the crime of identity theft. The suspect was additionally charged with possession for sale of drugs.

Health and Human Services

In commemorating National Public Health Week - Centennial Celebration, Dr. Hazel Wallace presented the first of the Centennial Lecture Series *Champions of Public Health, Reflection on Long Beach Public Health Milestones*. Dr. Wallace talked about Public Health in the City of Long Beach from 1906 to present. She also highlighted the Department's milestones including the then new building on Pine Ave (circa 1950); the story of Southeast Asian resettlement in Long Beach and the unique public health problems presented with this population; the AIDS outbreak in the early 80s; and the Department's move to 2525 Grand.

As part of the Centennial Celebration, the Public Health Laboratory held an Open House on April 5. The lab has moved the public health laboratory into the future with new high-tech lab equipment.

Staff attended the State of California - Los Angeles County Pandemic Influenza Planning Summit in Los Angeles. Governor Schwarzenegger, the Secretary of U.S. Health and Human Services, state and county officials as well as public health and health care professionals from across the region attended. The Summit provided valuable information regarding preparedness efforts across multiple disciplines including public health, technology, academia, and the private business sector. Staff has developed a Pandemic Influenza Plan and will be conducting staff training and preparedness exercises later this year.

On March 27, the Long Beach Drug Free Communities Coalition and the Community Prevention Institute presented a workshop entitled *Asset Mapping: Finding Alternative Resources* at the Family Health Education Center. The all day workshop developed creative approaches to tap renewable, community-based resources.

NEIGHBORHOODS

Parks, Recreation and Marine, and Public Works

In support of the City's Litter Abatement and Awareness Program, approximately 400 youth, ages 9-14, who participate in the City's Parks, Recreation and Marine After School Recreation and Enrichment Program, picked up litter at their after school recreation park site or school campus on March 31. Each participant received a ticket to a *Litter Free Long Beach* night with the Long Beach Ice Dogs, courtesy of Public Works, Environmental Services Bureau.

NEIGHBORHOODS (continued)

Fire

On April 5, Long Beach Fire Ambassadors and Engine 7 visited Birney Elementary to teach third grade students the importance of fire safety.

Community Development, Housing Services Bureau

Construction of the Puerto del Sol apartments, 745 W. 3rd Street in West Gateway, is underway. Excavation of the subterranean garage is complete and concrete work is progressing. This 64-unit rental development will provide affordable housing for families earning between 30 per cent and 50 per cent of Area Median Income. The project is scheduled for completion in January 2007. The rental information telephone number is 562.259.1929.

Twenty homeowners in the North Long Beach Redevelopment's Bret Harte Elementary School Neighborhood Enhancement Area attended a second informational workshop about Community Development Home Improvement Rebate Programs and Residential Rehabilitation Loans on March 22. Homeowners submitted three applications at the workshop and another twenty have already been received by mail. Until September 1, 2006, Bret Harte School area property owners are eligible to apply for the Home Improvement Rebate Program and the Security Lock and Security Lighting Programs. In coordination with the Neighborhood Services Bureau, the Redevelopment Agency has reimbursed over 2.6 million dollars to 1,235 North Long Beach homeowners for home improvements since March 2000. For more information, please contact Kathleen.McCleary@longbeach.gov or by phone at 562.570.6065.

Community Development, Neighborhood Services Bureau

On March 29, staff from the 7th Street Community Police Center (CPC) and residents from the Hellman Neighborhood Improvement Strategy (NIS) area organized a community meeting that provided 25 residents with information about a mural that will be painted on the H & R Block building located on the north east corner of 7th Street & Orange Ave. Residents volunteered to be part of a mural committee to provide input on the design of the mural. The meeting also included a presentation about voter registration and how to access various city services. For more information about the 7th Street CPC and the Hellman NIS area contact Gonzalo.Sanchez@longbeach.gov.

Community Development, Neighborhood Services Bureau

On March 29 eight residents of the Willmore Neighborhood Improvement Strategy (NIS) area were recognized for completing 22 of 25 classes to assist them in passing the written DMV test that are offered at the Willmore Community Police Center (CPC). These classes focus on California driving laws, signs and roadway markings, and are offered to encourage residents to become licensed drivers. For information about the Willmore CPC or the Willmore NIS area contact Teresa.Gonzalez@longbeach.gov.

ECONOMIC DEVELOPMENT

Community Development, Diversity Outreach Division

On March 29 and April 2, the Diversity and Economic Opportunity Division in conjunction with the Workforce Development Bureau conducted Job Training and Opportunities Outreach Events to provide job and construction related training opportunities to 70 participants at New Hope Baptist Church and Antioch Baptist Church, respectively. Participants received information regarding the City's Housing and Urban Development (HUD) Section 3 Business and Resident Programs offered by the Career Transition Center, and the City's Construction Apprenticeship Pathways training program.

On April 3, Long Beach and neighboring business owners and representatives met for the Diversity Outreach Networking Session that is coordinated bimonthly by the City's Diversity and Economic Outreach Division. The event, held at the Operation Hope community inside the Union Bank of California Building at 1900 Atlantic Avenue, attracted businesses from various Long Beach communities. The keynote speaker, Frank Robinson, Vice President and Segment Manager of Union Bank of California's Business Diversity Lending (BDL) Division for California, Oregon and Washington entertained and informed participants by discussing *How Do I Get My Foot In the Door?* with global businesses. In addition, City staff provided helpful information on how to do business with the City in addition to information regarding the City's Housing and Urban Development (HUD) Section 3 Business and Resident Programs.

Community Development, Neighborhood Services

On March 30, the Neighborhood Resource Center hosted *Meet the Funder -- Bank of America*, which provided information on Bank of America's Neighborhood Excellence Initiative to 43 residents and agencies. Domenika Lynch, Bank of America's Market Development Manager for Greater Los Angeles, discussed Bank of America's Neighborhood Excellence Grants and Sponsorship Cycle, Local Heroes Awards and Student Leaders Paid Summer Internships. The *Meet the Funder* series is part of an on-going effort to assist neighborhood and community groups to secure funding needed to improve their neighborhoods. For more information on this and future workshops, please call 562.570.1010.

SPECIAL EVENTS

Parks, Recreation and Marine, Community Recreation Programs Bureau

A Groundbreaking Ceremony for the 21st and Hill Street Mini Park, with over 40 community residents participating, was held on April 1. The mini park was made possible through funds provided by Los Angeles County Park and Open Space and Supervisor Don Knabe.

OTHER ITEMS OF NOTE

Community Development, Property Services

The Community Development Property Services Bureau completed the leasing and oversight of tenant improvements for 12,669 square feet of new office space at 100 Broadway, Suite 400, for the relocation of the Code Enforcement Division.

OTHER ITEMS OF NOTE (continued)

Parks, Recreation and Marine, Planning and Development Bureau

Concrete has been poured for the new cantilever (the area that extends out from the pool deck) for the pool at Silverado Park. Handrails for pool entry and exit and the hardware for the ADA lift have been installed.

New playground equipment (for 2-to-5 year olds and 5-to-12 year olds) has been installed at Lilly Park. Weather permitting, rubberized play surface will be poured next week.

The ornamental iron periphery fence has been installed at Ed "Pops" Davenport Park.

The concrete block walls of the new community center in Admiral Kidd Park are approximately 90 per cent complete.

Parks, Recreation and Marine, Planning and Development Bureau

New concrete bus pads have been poured on the east and west sides of Long Beach Blvd. between Victoria St. and Greenleaf Blvd. at the city boundary.

Construction and planting are complete on the medians on Atlantic Ave. between Artesia Blvd. and 68th St.; on Cherry Ave. between Artesia Blvd. and 70th St.; and on Artesia Blvd. between Obispo Ave. and Downey Ave. The contractor will maintain the medians until August, at which time the City will take over maintenance.

Long Beach Gas & Oil, Gas Services Bureau

Staff completed a total of 3,018 service calls. This total included 857 Water Utility Turn Ons and 902 Turn Offs. During this period, 984 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 275 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 419 emergency phone calls that resulted in 92 emergency orders being sent out.

STREET CONSTRUCTION REPORT

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

Alleys west of Oregon and Patterson

Estimated completion: May

Orange Ave. Between Lewis and Cherry Ave.

Estimated completion: April

Clair Del Ave. East of Cherry Ave. and South of Del Amo Blvd.

Estimated completion: May

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STREET CONSTRUCTION REPORT (continued)

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

20th St.

Hill St.

Caspian St.

Baltic Ave.

East of Santa Fe Avenues

Estimated completion: May

Long Beach Gas and Oil, Gas Regulator Station Rebuild

Contact: 570.2060

Colorado St. and Nieto Ave.

Estimated Completion: April

Public Works, Street Improvements

Contact: 570.5160

Anaheim Street Obispo to Ximeno

10th St. Orange Ave. to Cherry Ave.

Estimated Completion: April

Public Works, Street Improvements

Contact: 570.5160

Cherry Ave. Spring St. to Bixby Rd.

Estimated completion: May

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager
Reginald Harrison, Deputy City Manager
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City Manager Department Heads
Tom Modica, Government Affairs Manager
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